

Optimization of Tourism Industry by Supply chain strategy of Rokan Regional District to Increase Original Revenue

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Abstract- The paper aims to investigate the possible relationship between Tourism Supply Chain and Strategic Partnership, read as a way to reduce and better manage the complexity in Tourism Industry. Tourism in Indonesia in general and Rokan Hilir in particular have not been explored in totality. The true potential of Tourism to produce very large PAD and economic growth for the welfare of the community is very possible, given the potential of natural beauty and its people who are welcome to migrants. In fact, tourism activities in Rohil are still carried out sporadically, not well organized, so they don't know which events can produce and the name of the event is a people's party. To determine events or tourism destinations that have an impact on the economy of the community that can generate income from creative economic activities, a comprehensive study is needed. Optimization of Tourism Potential in Rokan Hilir aims to choose one of the many destinations and events in Rokan Hilir Regency which has the potential to be able to bring Foreign Tourists to Rokan Hilir Regency. The research method conducted here is a quantitative method using the Lean Six Sigma approach in analyzing and applying it. The results to be achieved from this study are 1) Rokan Hilir Regency's Leading Tourism Master Plan, 2) Impact Analysis of Rokan Hilir's Leading Tourism Determination

Keywords- *Tourism, supply chain management, Potential of Rokan Hilir Tourism, Creative Economy (Community Income), Lean Sigma, District Revenue.*

1. Introduction

The paper seeks to conduct a theoretical holistic analysis of the various criticalities, which are characterizing the tourism supply chain. The last five years as an oil and gas producing area in Rokan Hilir Regency, has felt the impact of the decline in oil prices on the Transfer of Oil and Gas Profit Sharing Funds to the producing regions from the center. In fact, there are several regions of expansion, whose main income is Oil and Gas APBD, which can be deficit. So that a breakthrough is needed to be able to produce Pure PAD from other sectors. As is the case with Rokan Hilir Regency trying to explore PAD from the Tourism Sector [1-3].

Rokan Hilir Regency Tourism Sector, is the object of this research, because one of the changes and growth for new experiences for the Government of

Rokan Hilir Regency is through the Development of Tourism Objects in Rokan Hilir Regency. Many tourism objects are potential and have not been optimized, because tourism activities have never been seriously worked on, this is due to the fact that Rokan Hilir Regency is an Oil and Gas Producing Region, which gets a DBH per quintillion of 1.8 Trillion.

So that Tourism Activities can be one source of PAD, it is necessary to select or optimize Tourism objects in Rokan Hilir Regency, among others;

1. Tours of the Old City of Bagan-Siapiapi (Bagan Heritage)
2. Aruah Islands Tourism
3. Chinese Cultural Tourism
 - a. Chinese New Year (February)
 - b. Cap Go Meh (in March)
 - c. Ceng Beng (May)
 - d. Barge Fuel (June)
 - e. Praying for Vegetables (October)
4. Itching Lake Widow Tourism.

In [64 said in a study conducted in Kendal that another factor that could increase tourist visits in a tourist destination was the Tourism Attraction for existing tourism products and new tourism products. Travel Attractions can reduce the level of saturation of the tourists to a tourist destination that tends to be static on a boring concept, this can result in a decrease in the level of tourist visits. Indonesia is a country that has cultural diversity and has a high historical value [5].

The variable of foreign tourists and hotels has a positive and significant effect on the revenue of the tourism industry GRDP sector in North Sumatra. This means that if the variable foreign tourists and hotels increases, the tourism industry's GRDP also increases. [6-9].

This study was conducted in the city Bagan-Siapiapi and several District that has a diversity of attractions that can be used as a destination Tourism in Rokan Hilir, this research seeks to clarify and harmonize the tourism potential of Rokan Hilir in terms of emotional connection of Chinese society and Malay originating from the city of Bagan-Siapiapi who migrated to the original reception area of Rokan Hilir Regency [6].

The objectives of this study are as follows:

1. To examine the influence of the determination of Rokan Hilir Regency Leading Tourism to the Number of Tourist Visits

2. To test the effect of Optimization Leading Tourism of Rokan Hilir Regency on the Number of Tourist Visits
3. To empirically analyze and test the effect of Optimization of Leading Tourism on Regional Revenue of the Tourism Sector.

2. Theoretical Analysis

2.1 Tourism

According to Law No. 10/2009 on Tourism, what is meant by tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, the Government and Local Government. Meanwhile, according to Wikipedia, tourism or tourism is a trip made for recreation or vacation and also the preparations made for this activity. A person who travels at least 80 km (50 miles) from his home for recreational purposes, is the definition by the World Tourism Organization referred to as a Tourist or Tourist.

A more complete definition, states that tourism is a service industry. They handle services ranging from transportation services, hospitality services, housing, food, beverages and other related services such as banks, insurance, security etc. And also offers a place to rest, culture, life in the camp, adventure, new experiences and other different.

Many countries rely heavily on this tourism industry as a source of tax and income for companies that sell services to tourists. Therefore the development of the tourism industry is one of the strategies used by Non-Government Organizations to promote certain regions as tourist areas to increase trade through the sale of goods and services to non-local people.

AJ Burkart and S. Malik in their book, *Tourism, Past, Present, and Future*, read "Tourism means the short-term and temporary transfer of people to destinations outside the place where they usually live and work, and activities their activities while staying at the destination".

Meanwhile, according to Professor Salah Wahab, Tourism is a human activity that is carried out consciously that receives services interchangeably between people in a country itself (abroad) including the planting of other regions (certain areas, a country or a continent) for a while in seeking satisfaction that is diverse and different from what he experienced where he lives.

Tourism Factors

In the sense of tourism there are several important factors that inevitably must exist within the limits of a tourism definition. The factors referred to according to [10] include:

1. The trip was carried out for a while
2. The trip was carried out from one place to another
3. The trip, despite whatever form, must always be associated with the tour or recreation

4. The person who travels does not make a living in the place he visits and solely as a consumer in that place.

Based on the factors mentioned above, he gives the definition of tourism as follows:

Tourism is a trip that is carried out for a while, which is organized from one place to another, with the intention not to try or business or make a living in the places visited, but merely eyes to enjoy the trip for sightseeing and recreation or to fulfill diverse desires.

Types of Tourism The

Type of tourism can be determined based on the purpose of tourism. The types of tourism include:

Tourism to Enjoy The Trip (Pleasure Tourism)

1. This form of tourism is carried out by people who leave their homes to take a vacation, to find new fresh air, to fulfill their curiosity, to relax their nervous tension, to see something new, to enjoy the beauty of nature, to know the saga of the local people, to get tranquility and peace in areas outside the city, or even vice versa to enjoy entertainment in big cities or to participate in the hustle of tourist centers.

2. Tourism for Recreation (Recreation Tourism)

This tourism is carried out by people who want the use of their days off to rest, to restore physical and spiritual freshness, who want to refresh their fatigue and fatigue.

3. Tourism for Culture

This type of tourism is characterized by a series of motivations, such as a desire to study in teaching and research centers, to study the customs, institutions, and ways of life of other peoples, to visit historical monuments or relics of past civilizations.

4. Sport tourism

This type of tourism is divided into two categories, namely:

- 1) Big Sport Events, namely major sporting events such as the Olympic Games, ski championships, world cup and others that dance attention not only to the sport itself, but also to thousands of spectators or fans.
- 2) Sporting Tourism of the Practitioners, namely sports tourism for those who want to practice and practice themselves, such as mountain climbing, horse riding, hunting, fishing, and others.

5. Tourism for trade business affairs (Business Tourism)

According to theorists, this business trip is a form of professional travel or travel because it has to do with a job or position that does not give the culprit both the choice of destination and choice of travel time.

6. Tourism for convention (Convention Tourism)

This tourism is a convention or meeting which is attended by hundreds or even thousands of

participants who usually stay a few days in the city or host country.

From the various explanations above about the forms and types of tourism, it can be concluded that the types of tourism vary not only for tourism but just for tourism types are distinguished based on its purpose such as to enjoy travel, for recreation, sports culture, trade or convention. (<http://karyatulisilmiah.com>)

2.2 Supply Chain Management in Tourism

The concept of tourism supply chain has not captured the attention of researchers and, still today, can be considered as a grey area of literature. In order to investigate the origin of this term, from literature review emerge that to understand the origin of term it must be do using two terms: "tourism supply chain management" and "tourism distribution channels. Government Rokan Hilir (Rohil government) committed to continue to work and programs for various development activities in the State tourism potential nicknamed Thousand Domed one tourist attraction Jemur Development.

According to the Regent of Rokan Hilir Regency H Suyatno, the commitment was formulated as a form of the seriousness of the regional government in designing Rohil development in the long run, because given the tourism potential in Rohil today, in the future if it is developed to the maximum it is expected to be able to become a potential source of local revenue (PAD). At present the regent said, the construction of Rokan Hilir is largely encouraged and financed by funds whose sources are widely obtained through potential, plantations, agriculture and fisheries. In the future, local governments must develop the economic potential of other regions because up to now the economic base of the Rokan Regency downstream in the oil and gas sector is sourced from non-renewable exploitation of natural resources.

"Other regional economic potentials that are appropriate and have the opportunity to be developed and can always be developed and renewed, namely tourism potential. For this reason, we hope that with the development of the existing regional tourism potential, it will also be able to also encourage the dynamics of the creative economy of the community, especially the tourism circle community and the many communities. "His life depends on the development of attractions in the area," said Suyatno.

Rokan Hilir Regency, Riau Province has the potential of various lucrative cultural and tourist attractions. Development development accompanied by an increase in population from time to time, so that the potential of culture and tourism that were previously less attention, now on the contrary becomes an interesting icon to glance at. One of them is typical cultural stories such as the Barge Ritual Ritual which eventually becomes an annual tourism agenda in Rokan Hilir Regency.

The Barge Bakar ritual, also known as the Bakar Barge Ceremony, was able to draw the attention of local and foreign tourists.

In addition to the Barge Bakar Ceremony, Rokan Hilir Regency also has a lucrative natural attraction. The diverse cultures and tourist attractions turned out to be attractive destinations for tourists and investors, such as family recreation locations in the Batu Enam Office on the edge of the Rokan River, Pedamaran Island, Jemur Island, Tilan Island, Lake Napangga and Bono Rokan Attraction.

To spur the pace of tourism potential, the local government through the Office of Tourism, Youth and Sports created a Tourism Awareness campaign program in 2017 which essentially reminded tourism as part of providing welfare benefits for the people. In addition, the tourism awareness campaign of the Indonesian Ministry of Tourism Culture has been launched some time ago. The reality is that there are quite a lot of tourism objects scattered in every sub-district in Rohil Regency.

2.3 Creative Economy (Community Income)

Supply Chain management in the field of tourism, therefore, covers the coordination of internal logistics within the company, interaction with external operators and the development of a shared strategy. Definition of creative economy has yet to be formulated clearly. Creativity, which is a vital element in the creative economy itself, is still difficult to distinguish whether it is a process or an innate human character. The Department of Trade of the Republic of Indonesia (2008) formulates the creative economy as an effort to develop sustainable economy through creativity with an economic climate that is competitive and has reserves of renewable resources. A clearer definition was delivered by UNDP (2008) which formulated that the creative economy is an integrative part of innovative knowledge, creative use of technology, and culture. The scope of activities of the creative economy can cover many aspects.

The Department of Commerce (2008) identified at least 14 sectors included in the creative economy consisting of:

1. Advertising
2. Architecture
3. Artistic markets
4. Handicraft
5. Design
6. Fashion
7. Film, video and photography
8. Interactive games
9. Music
10. Performing arts
11. Publishing and printing
12. Computer and software services
13. Radio and television
14. Research and development

When viewed from the scope of the creative economy, most are economic sectors that do not require large-scale production. Unlike manufacturing

industries which are oriented towards product quantity, creative industries are more reliant on the quality of human resources. More creative industries actually emerge from small and medium industry groups.

For example, it is a creative industry in the form of distributions that deliberately produce product designs in small quantities. This further raises the impression of exclusivity for consumers so that distro products become feasible to buy and even collect. The same thing applies to other creative garment products, such as Dagadu from Jogja or Joger from Bali, Kapuyiak from West Sumatra. The two creative industries are not producing in large numbers but the exclusivity and creativity of their product designs are favored by consumers.

Although it does not produce products in large quantities, the creative industry is able to make a significant positive contribution to the national economy. The Department of Commerce notes that the contribution of the creative industries to GDP in 2002 to 2006 averaged 6.3% or equivalent to 152.5 trillion if converted. Creative industries are also able to absorb up to 5.4 million workers with a participation rate of 5.8%. In terms of exports, the creative industry has recorded a total of 10.6% exports between 2002 and 2006.

2.4 Lean Six Sigma

Conceptually, Lean Six Sigma can be applied to both goods and services, because what is emphasized in implementing Lean Six Sigma is the improvement of the quality system through eliminating any waste in the process in order to increase added value and provide satisfaction to customers. Thus what needs to be considered in developing a quality system in the process of improving service is on developing a quality system consisting of: design and quality system planning, quality system control, and quality system improvement.

The main idea underlying the six sigma program is that if you can measure how many errors (defects) are in the process, then you will systematically know how to eliminate those mistakes and bring the process towards zero-defect capability.

The lean concept based on the definition of the National Institute of Standards and Technology (NIST) in the United States is a systematic approach to identifying and eliminating activities that do not add value (waste) through continuous improvement by channeling products only when consumers need them. This concept is not a new concept and is a concept that emerged from the Toyota Production System created by Taiichi Ohno.

The relationship between lean and six sigma was also revealed by Thomas Pyzdek. To facilitate the comparison between lean and six sigma, Pyzdek revealed a new definition of looking at quality where quality is a measure of adding value through production effort. Potential quality is the addition of the maximum possible value per unit of input. Actual quality is the addition of the current value per unit of

input. The difference between potential quality and actual quality is young [4].

Lean offers a set of solutions that have been proven to solve problems. Six sigma applies to problems directed at lean, but also seeks to identify and solve other problems. Because six sigma and lean lead to problems regarding defects, both approaches can be seen as complementary to each other (Pyzdek 2003).

2.5 Previous Research

In [7], tourism is the world's largest industry and makes a major contribution to the economies of the most developed and developing countries because it is being used as a ubiquitous vehicle for economic development and diversification and an integral element of economic development policy at a local, regional and national level.

In [8] Tourism market segmentation is considered a valuable marketing tool in creating an effective tourism marketing strategy. This study investigated the differences in visitors' manifestations that would potentially influence their selection of a holiday destination. The study used a set of activities, interests and opinion items to measure psychographic lifestyle typologies of foreign visitors who traveled to Jakarta. Factor analysis of the data identified six lifestyle factors, which were further analyzed using cluster analysis. The cluster analysis revealed four types of foreign visitors: culture interest shopaholic, sporty culture explorer, aspiring vacationer and want-everything vacationer. The four groups were compared through a chi-square test for independence analysis based on the types as well as the visitors' demographic profiles. Significant differences were found between the four groups in terms of age, race, employment status, number of previous trips to Jakarta, and travel companion.

In [9] explained the results of the study showed that the creative industries in Bali in general: (1) very much depends on the ability to work together (synergy) with related parties, the ability to frame creative ideas, the ability to link with market needs (context) and create added value, make adjustments to the environment and new technologies, pay attention to the preservation of the natural environment and culture, are characterized by local cultural wisdom and Balinese nature, have the potential of tourist attractions to visit, to buy and at the same time learn, (2) experiencing problems related to human resources, (3) climate and support from related parties to the creative industry business, is quite good, (4) received positive response from the community, but lacked in terms of program sustainability, publication and promotion.

In [2] Zanada Tempe House (RTZ) is a Small and Medium Enterprises (UKM) that produce tempe. RTZ is a subsidiary of Rumah Tempe Indonesia. RTZ produces tempe by using a dry process of tempe production. According to company data in the dry process of tempe production there is a defect of 14.5%. The biggest defect is that the soybean defect breaks into powder during the soybean breakdown process.

This research uses six sigma method to minimize soybean defect into powder. The steps taken in implementing the Six Sigma method use the DMAIC model (Define, Measure, Analyze, Improve, Control). The define stage carries out the analysis of CTQ, SIPOC, and makes a pareto diagram to determine the aims and limitations of the study. The Measure phase calculates process capability by finding the DPMO value and the sigma level. Pareto analysis to determine defect priority is done at the measure stage. The analysis phase uses the Delphi method to identify the root causes of defects in the process of solving soybeans. In the improve phase using the Design of Experiment (DOE) approach by using the Taguchi method to obtain the optimum parameters. The objective function used in implementing the Taguchi method is smaller-the-better. The orthogonal array used is a combination of 3 factors, each of which has 3 levels with a total of 9 experiments conducted 3 trials. Analysis of Variance (ANOVA) is carried out to get the percentage contribution from the selected parameter. Proposed improvements in the form of proposals for the process can reach optimum parameters.

In [5] The basic concept of Six Sigma actually comes from the combination of TQM (Total Quality Management) and Statistical Process Control (SPC) concepts where both concepts are derived from the thoughts of experts such as Deming, Ishikawa, Walter Shewhart and Crosby. In its development, Six Sigma which was originally a metric developed into a methodology and has now become a Management System.

Six sigma is the right implementation, focus, and effective in proving the principles and techniques regarding quality. By combining elements from the results of the thinking of various quality experts, Six Sigma aims to create business performance without error Sigma, is a Greek alphabet used by statisticians to measure variability in processes. The performance of a company is measured using the company's business process sigma level

Most of the methods and tools related to Six Sigma are not focused on time, but on the identification and elimination of defects. While Jack Welch stated the importance of growing awareness that time is an improvement matrix that is almost as important as quality. Welch is focusing on reducing variation in lead time or span in addition to not replacing Six Sigma. Reducing process lead time quickly and reliably, which also reduces overhead and inventory, is the authority of a completely different set of principles and tools known as lean concepts.

3. Methodology

The research method that will be used in this study is a qualitative research method with a descriptive analytical approach based on case studies. Qualitative methodology according to Bogdan and

Taylor (1975) is defined as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This approach is directed at these settings and individuals. So, in this case it should not isolate individuals or organizations into variables or hypotheses but look at them in part. In line with this definition, [3-5] define that qualitative research is: "certain traditions in social science that fundamentally depend on human observations in their own region and relate to these people in their language and in terminology "

So, a qualitative method is a research procedure that produces descriptive data in the form of written or oral words from people and behavior that can be observed and supported by literature studies or literature studies based on the deepening of literature review in the form of data and numbers so that reality can be understood well [10].

Qualitative research is descriptive because the data analysis is done not to accept or reject hypotheses (if any), but in the form of descriptions of observed symptoms, which are not always in the form of numbers or coefficients between variables. However, the emphasis is not on testing hypotheses, but on efforts to answer research questions through formal and argumentative ways of thinking.

Data processing is carried out sourced from data that has been obtained from the process of collecting data in the form of secondary data and primary data in this study. The data collected will be processed data into Value Stream Mapping in the present condition and an analysis is carried out to reduce the waste that exists in each existing process. In this study also will use the five stages of DMAIC available in the Lean Sigma methodology.

4. Interpretation of Research Results

4.1 DMAIC Descriptive Analysis

4.1.1 Define

The term SCM has been used to explain the planning and control of materials and information flows as well as the logistics activities not only internally within a company but also externally between companies. A number of fields such as purchasing and supply, logistics and transportation, operations management, marketing, organizational theory, management information systems, and strategic management have contributed to the development of SCM literature [5-9]. In this phase, the process of optimizing the tourism event in Rokan Hilir Regency is carried out to define. This process is described in an IPO, the result of this IPO will be a value stream mapping. The results of the value stream mapping show that there are several critical processes that occur to obtain outputs that serve as Measures of Performance;



Figure 1. Chinese Cultural Tourism Bagansiapiapi

Source : Author's

4.1.1.1 Measure

Phase measure is the stage of data collection to build a "current state" based on the actual conditions in the workplace with the processes that occur in the field. At this stage the validation process will be carried out, measuring, and analyzing problems based on

existing data, such as data on Chinese Cultural Tourism visits recorded at the Department of Tourism, Youth and Sports in Rokan Hilir Regency. As for visits to other destinations, data collection has not been done by the relevant Dinas.

Year	Praying for Vegetables	Cap Go Meh	Chinese New Year	Ceng Bang	Bakar Tongkang
2016	6,818	15,908	19,548	22,140	37,000
2017	11,363	22,725	27,925	36,900	48,125

Source : Author's

4.1.1.2 Analyze

At this stage an analysis of the results of data processing in the previous stage in the form of analysis of the proposed improvement plan.

Proposals based on the results of data processing using the lean sigma method will be compared with the existing conditions to analyze the strengths and weaknesses of the proposed proposal.

At this stage what is done is to analyze the reasons why tourism management is not yet optimal in Rokan Hilir Regency. This step is done using 5 why's. Then from a number of causative factors, analyzed until the discovery of the most basic causes for further improvement in the improve stage.

Analysis using 5 Why's was conducted to find the root cause of the problem in optimizing Tourism Potential of Rokan Hilir Regency. The steps in determining 5 Why's are:

- Determine the problem to be identified.

- Ask why the problem occurred and write the answer under the problem.
- If the answer provided does not identify the root cause of the problem written in step 1, ask again 'why' and write the answer below.
- Repeat back to step 3 to find that the root of the problem is identified.

4.1.1.3 Improve

At this stage contains alternative improvements to the process of optimizing the tourism potential of Rokan Hilir Regency, based on an analysis of the causes that have been found to minimize and even eliminate obstacles. The results of the improvement will be proposed improvements to the Department of Youth Tourism and Sports, Rokan Hilir Regency.

To maximize the visit of tourists, the Government of Rokan Hilir Regency does the following things in order to optimize tourism events including

- Inventory of Rohil Tourism Potential
- Guest Service Improvement Process

- a. info on the implementation of tourism events such as the Barge Fuel Event.
 - b. htl availability info
 - c. Heritage Chart info
 - d. info Culinary Chart
3. Establish Communication with Chart Monitor
 4. Pro Active Stakeholders
 5. Creative Economy
 6. Security and Service
 7. Improved Service Quality

4.1.1.4 Control Control

Phase is the phase to monitor so that the selected alternative improvements can really be applied. The first control mechanism is making control sheets. Making the control sheet travel operators to remind about the things they need to do as a team total Optimization Tourism Potential Rokan Hilir, then for the next required continuous preparation of control chart for the process in control or not

4.2 Discussion

4.2.1 Rokan Hilir Regency Tourism Destinations

In 2016-2019 tourism destination development program launched by the Ministry of Tourism has been launched which includes business development and infrastructure that can support tourism. The government successfully achieved the target of 12 million foreign tourists and 260 million foreign tourists in 2016.

In 2017 the target was increased to 15 million foreign tourists and 265 foreign tourists. The government made several missions to achieve this vision. Tourism as a key to development, prosperity and happiness. This is because Tourism has a Pro-Job, Pro-Poor, Pro-Growth and Pro-Environment impact. Increased employment, poverty alleviation, Increased economic growth, and environmental preservation.

Changes in the pattern of foreign tourists when visiting a tourist destination. From connoisseurs (passive tourists) to being involved (active tourists). This pattern causes the pattern of travel become more varied. Tourists want to experience life as a local tourist attraction. Changes in visit patterns make the development of tourism destinations closer to sustainability.

Tourist destinations that develop sustainable concepts will feel the impact of snowballs from tourism. Put simply, there is growth in PAD (Regional Original Revenue) for the region.

Rokan Hilir, which is one of the regencies on the coast of Riau, has the potential of tourist destinations that have not been explored to the maximum. Some of the potential include:

1. Malay cultural community that became the spirit of Rokan Hilir Regency.
2. Chinese culture that has settled in Rokan Hilir Regency since the 18th century.
3. Historical traces of Dutch heritage that have existed since the late 1800s.
4. The Aru Islands and Jemur Islands

These potentials are hidden pearls owned by Rokan Hilir. To lift one of these pearls to become a superior destination for the government. Bagan Heritage trail is one of the leading destinations.

So that Tourism Activities can be one source of PAD, it is necessary to select or optimize Tourism objects in Rokan Hilir Regency, which are;

1. Bagansiapiapi Old City Tourism (Bagan Heritage)
2. Aruah Islands Tourism
3. Chinese Cultural Tourism
 - i. Chinese New Year (February)
 - ii. Cap Go Meh (March)
 - iii. Ceng Beng (May)
 - iv. Barge Fuel (June)
 - v. Pray for Vegetables (October)
4. Itching Lake Janda Tour.

Rokan Hilir Tourism Destinations, continues to stretch since 2016 its development is quite promising, it can be seen from Table 2, where the profile movement of Travelers visiting the Regency of Rokan Hilir shows an increase from year to year as illustrated in Table 2, Data on the Movement of Tourists in Rokan Regency Downstream below,

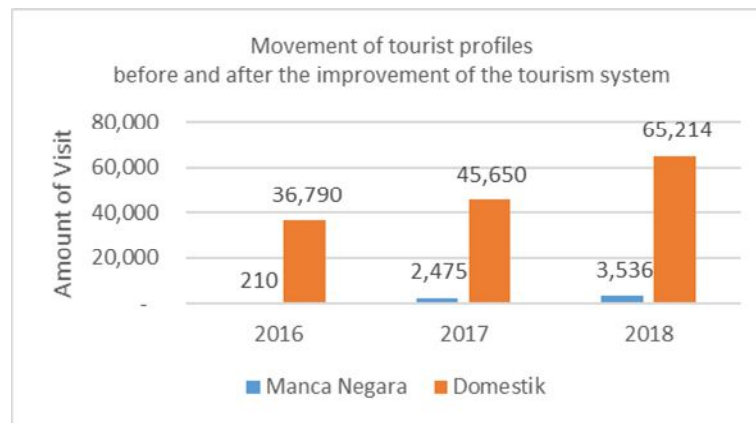


Figure 2. Movement Profile of Tourist Data in Rokan Hilir Regency

Movement of the Profile of Tourist Visits to the Regency of Rokan Hilir is not only at one destination or event, but of several events

dominated by Chinese migrants who have succeeded in Overseas, as shown in table 3, below;

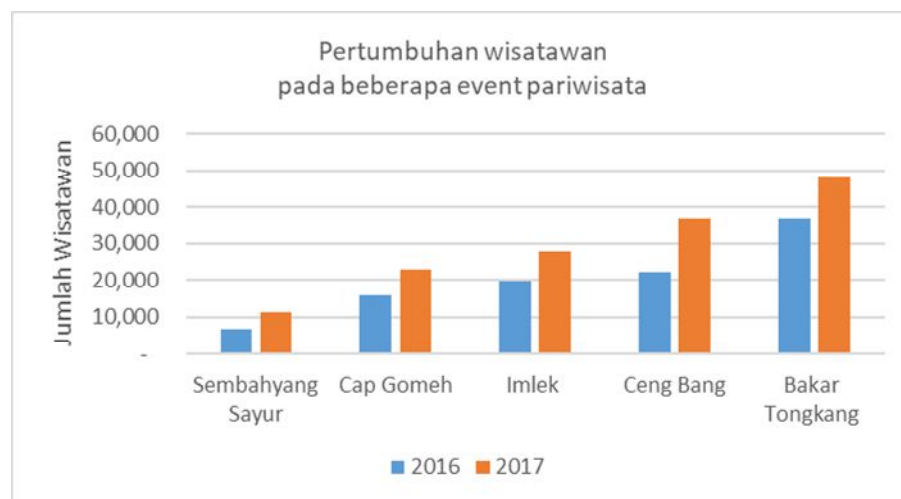


Figure 3. Tourist Growth Movement Data in Rokan Hilir Regency

Source: Author's

Tourists come to Bagansiapiapi or other areas in Rokan Hilir Regency for or in several Cultural Tourism and Religious Tourism events, as shown in Table 3 above, from the Growth Movement of Chinese Cultural Tourism in Rokan Hilir Regency. From this table it can be seen that Religion Burning Barge Tourism occupies the highest position of the 5 types of Chinese Cultural Tourism events that can attract visitors or Tourists to Bagansiapiapi/Rokan Hilir Regency, followed by Ceng Beng, Chinese New Year, Cap Go Meh and Vegetable Prayer. The details are as follows :

Event	2016	2017
Praying For Vegetables	6,818	11,363
Cap Gomeh	15,908	22,725
Imlek	19,548	27,925
Ceng Bang	22,140	36,900
Bakar Tongkang	37,000	48,125

Source: Author's

From the baseline data above it can be seen that the Cultural Tourism Barge Burning Event is most popular for tourists both domestic and foreign. There was a significant increase from 2016 with 37,000 visits and in 2017 it reached 48,125 people.

Based on this baseline data, researchers see that the Burning Barge Cultural Tourism Event can be used as one of the Tourism Icons or Cultural Tourism of Rokan Hilir Regency. And is the climax of the whole series or the Tourism Procession in Rokan Hilir.

The Tourism Climax in Rokan Hilir District is Barge Burning Cultural Tourism, while the support must be sought as an alternative, so that if the visitor does not reach his climax due to rain or the heat of the sun then he can still enjoy Tourism that supports the Barge Burning Cultural Tourism.

Barge Burning Tourism Support, among others; Bagan Heritage, Bagan Culinary and Pulau Jemur Tourism.

4.2.2 Cultural Tourism (Bakar Barge)

Every fifth month of the sixteenth / for the Bagan Chinese community, a ritual that has been passed down from generation to generation will take place. This ritual is known as Bakar Barge which aims to relive the arrival of the ancestors of the Chinese community who inhabited the city of Bagansiapiapi and also to celebrate the birthday of the god / khong who protected the Chinese community Bagansiapiapi, this god named Kie Hu Ong Ya.

Once upon a time in the past, a group of Chinese people from Fujian, China wandered across the sea with a simple wooden boat. Their purpose of wandering was to expect a better quality of life. On their journey in the middle of the ocean they experienced indecision. They lost direction. In a precarious atmosphere, they prayed to Lord Kie Hu Ong Ya, who they had brought from the beginning of the trip. They asked for instructions on where the ship would dock. In the silence of the night, the god Kie Hu Ong Ya gave them instructions. The passengers of this ship see a faint light, this light is like a flame. Assuming that where there is fire there is life, they follow the direction of the light. Finally they arrived at the mainland on the edge of the Straits of Malacca. There were 18 people who survived when they landed on the mainland which would become the forerunner of the city of Bagansiapiapi. These eighteen people surnamed Ang, they would later become the ancestors of Bagansiapiapi.

In addition to commemorating the arrival of the Chinese community in Bagansiapiapi, Bakar Barge is also a ritual to commemorate the birthday of the god Ki Hu Ong Ya. The god they brought directly from the ancestral land on a voyage to the land of hope. The Bagansiapiapi Chinese community believes that if the main pillar of the barge falls towards the sea then fortune in the sea, if the pole falls towards the land, then this year's windfall will be on land.

By designating Barge Burning Cultural Tourism as the Tourism Climax of Rokan Hilir Regency, the Tourism, Youth and Sports Service reformed and improved, among others;

1. Inventory of Rohil Tourism Potential, the Regional Government of Rokan Hilir Regency conducts an inventory of Rokan Hilir Tourism Potential, then establishes One Tourism Event as the Climax of Tourist Visits in Rokan Hilir Regency.

2. Guest Service Improvement Process, after making the Tourism Event which becomes the Climax, the next step is;

- a) information on the implementation of Bakar Barge, providing information to tourists both through notification and by using Social

Media (utilizing buzzers and influencers) about the timing and implementation of Bakar Barge Events each year.

- b) information on hotel availability in addition to a fixed or fixed schedule, information on the availability of hotel rooms, lodging and temples that can be used as a shelter during the Burning Barge event along with the rate or rent.
- c) Heritage Chart info, so that Tourists can stay or stay longer, it is necessary to develop Heritage Tourism in the City of Bagansiapiapi itself, Heritage Tourism that has been designed, namely Bagan Heritage.
- d) info Culinary Chart, which is no less important is the availability of specific foods of the City of Bagan which we call the Culinary Chart, both are halal and non-halal foods.
3. Establishing Communication with Charters, this activity is very important because it reawakens their childhood and teenage emotions in their ancestral land and the culture they believe in. This emotional connection will encourage the nomads especially the Chinese who have spread across the archipelago and Southeast Asia, many of whom have become successful entrepreneurs or tycoons.
4. Pro Active Stakeholders, Policy Holders in Rokan Hilir Regency, pro active to succeed the Bakar Barge event, various efforts have been made such as inviting Event Organizer, Buzzer and influencers so that this event can be widely known to the public.
5. Creative Economy, through the Department of Tourism, Youth and Sports together with the Department of Cooperatives and Trade, fostering non-formal economic actors into creative economy that produces products with Economic Value Added, especially in the field of local culinary and handicraft.
6. Security and Services, creating security that is conducive for newcomers during and after the event. Under the coordination of Bangko Regional Police and his staff involving all levels of society in the City of Bagansiapiapi, security was very conducive.
7. Improving Service Quality, the Office of Youth Tourism and Sports, forming a Monitoring Team to ensure that the services provided by stakeholders really meet the level of visitor satisfaction both Domestic and Foreign Tourists.

The results obtained from the improvement of the process above from year to year show a

significant increase can be seen through Graph 1.

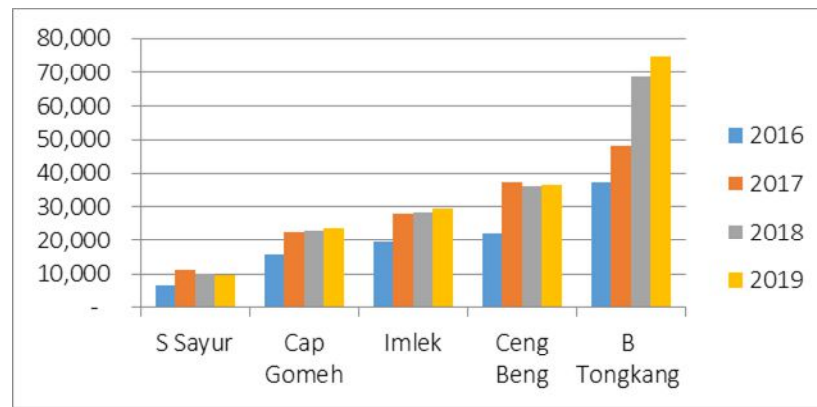


Figure 4. Bakar Tongkang Cultural Tourism
Source: Author's

If you see data on the movement of the number of visitors to Burn Barge Cultural Tourism, there is a very significant increase from year to year, as shown in the following graph 2;

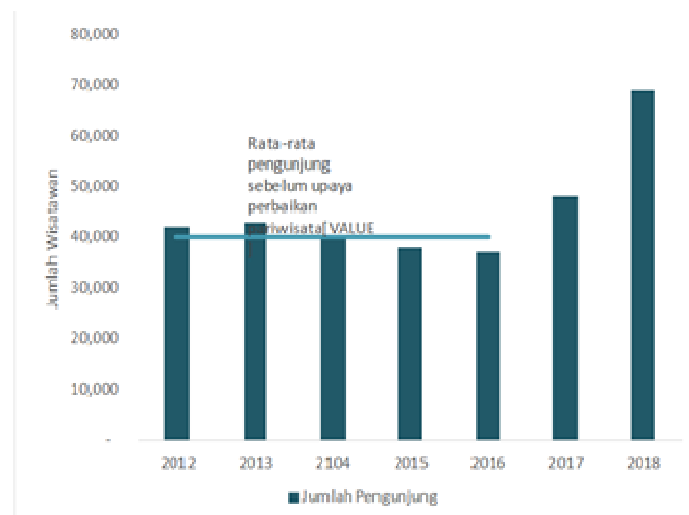


Figure 5. Development of Bakar Tongkang Tourists 2012 -2018 Period

Based on the t-Test, a value of 98.8% is obtained which means that there has been an

increase in the number of visitors after 2016, as the results of the t-Test below:

t-Test Result	
Hypothesis Tested:	H0: Before Mean \geq After Mean H1: Before Mean < After Mean
p-value (probability of Type I Error)	0.012
Confidence that Before Mean is less than After Mean	98.8%

4.2.3 Bagan Heritage Walk

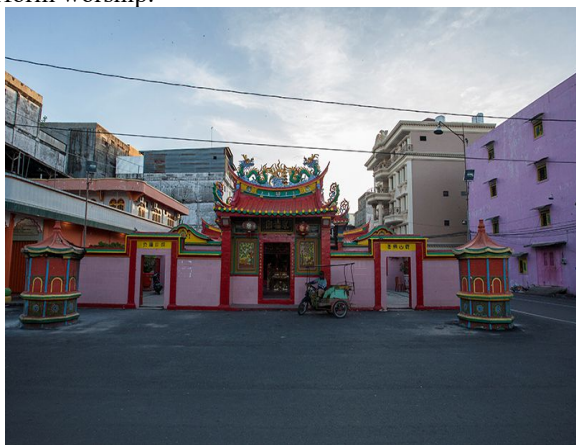
Bagansiapiapi Heritage Walk or historical destination in the city of Bagan Siapi as support for Barge Burning Tourism which is usually visited by domestic and foreign tourists.

City of Bagan Siapi-api in the early 1900s was nicknamed the Ville Lumiere (City of Lights). Because of the abundant fish yields at the time, the Dutch built various basic facilities to advance the city of Bagansiapiapi. So that life in Bagansiapiapi at that time advanced. From morning to night. The city lights at night are alive and give color to the city of Bagansiapiapi.

In the book "Revenue Farming in the Netherlands East Indies, 1816-1925" by Howard Dick, Michael Sullivan, and John Butcher. At the peak of the fish industry in Bagansiapiapi, in 1904, it produced 25.9 million tons of salted fish from exports and 10.1 million tons of shrimp paste from Bagan exported to Singapore and Penang. It was during these years that the city of Bagansiapiapi was named as the No. 2 fish producer in the world after Norway and now, the remnants of the fish industry in the city of Bagansiapiapi become a very interesting historical trail to be traced along with the infrastructure it left behind among others

Temple In Hok Kiong

The oldest temple in Bagan, this temple was built in the late 18th century, when the Chinese entered Bagansiapiapi, the ornaments in this temple are still in accordance with conditions in the 18th century. From the morning, we can see the community Chinese Bagan perform worship.



The Monument Of Agreement

Monument of the devil and man. There are two monuments that have an agreement in this city. This monument of agreement between humans and demons according to the belief of the Chinese community Bagan is the guardian of the city so as not to be possessed by evil creatures. The agreement monument is 100 meters from the temple.



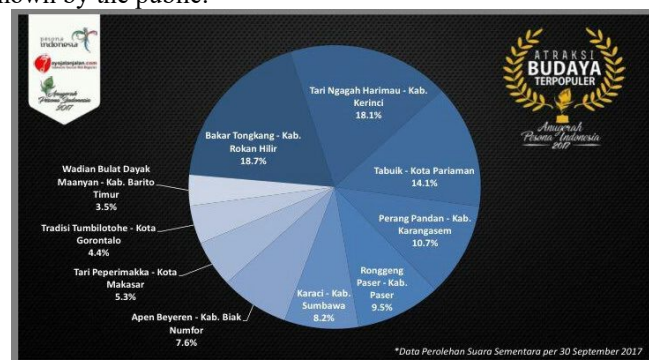
4.3 Impact of Findings

4.3.1 Climax of Rokan Hilir Regency Destination

With the discovery of Rokan Hilir Regency Tourism Destination Climax, in the form of Barge Burning Cultural Tourism. The Government of Rokan Hilir Regency will easily make a Blue Print on the management of Burning Barge Cultural Tourism, as one source of Regional Revenue.

Based on the findings that there is a significant increase in the number of visitors as the results of the t-Test, a value of 98.8% is obtained, which means that there has been an increase in the number of visitors after 2016.

Nationally, in 2017 Barge Fuel Culture Tourism can win the most desirable Cultural Attraction, which was organized by the Ministry of Tourism, so far the event from Rokan Hilir Regency has never been widely known by the public.



4.3.2 Rokan Hilir Regency Destination Support

With the support of destinations, such as Bagan Heritage visitors are no longer presented with one attraction, but many places can be chosen to visit, this results in the choice of tourist attractions that can be visited in the City of Bagansiapiapi.

4.3.3 Creative Economy

One of the main attractions of the City of Bagansiapiapi Tourism is the Creative Economy in the Field of Kulineri. Various traditional and modern seafood dishes will spoil the taste of

tourists visiting Bagansiapiapi City. Creative Economy here becomes the spearhead in the development of Cultural Tourism in Rokan Hilir Regency.

5. Conclusions

Service supply chain management is also a tool for forecasting, planning, implementing, and controlling the process of the supply chain with the objective to satisfy customer requirements in an efficient manner. It involves coordinating, integrating and controlling the product, information and finance flows both within the organization and among the partners. In the past, firms were implementing SCM with the purpose of achieving operational efficiency and cost reduction. In today's business, however, firms are looking for leveraging competitive advantage to deliver better customer service. In fact, the integrated supply chain management fulfils the firm's requirement. The purpose of the supply chain in a manufacturing industry is reducing cycle time, inventory, and logistics costs. In the service industry, this purpose is irrelevant as the service provided is intangible or non-transferable

- 1) Determination of Barge Fuel Culture Tourism as the Tourism Climax of Rokan Hilir Regency has an impact on increasing the number of Tourism Visits since 2016.
- 2) With Optimization of Rokan Hilir Regency's Leading Tourism, the Youth and Sports Tourism Office is more focused on the governance of this event, thus impacting an increase in the number of overall visitors.
- 3) Empirically the effect of Optimization of Leading Tourism on Local Revenue through an increase in the number of visitors and the amount of money in circulation during the Cultural Tourism Barge Fueling event showed a very significant increase.

6. Recommendations

- 1) Improvement of Governance of the Management of Cultural Tourism Barge Fuel Events is carried out continuously.
- 2) Improvement of road access, availability of accommodation and clean water is carried out in a planned manner from year to year.
- 3) Improvement of services to visitors should be done as a culture for the Rokan Hilir Regency.

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